

#### ABSTRACT OF THE DISCLOSURE

To enhance the display characteristics of moving images and enhance the display quality in an electro-optical device using electro-optical elements that emit light with the brightness in accordance with a driving current, a pixel includes a driving transistor T4 for setting a driving current  $I_{oled}$  in accordance with data stored in a capacitor and an organic EL element OLED that emits light with the brightness in accordance with the driving current  $I_{oled}$ . During a period of time from the moment in which the scanning line corresponding to the pixel in which data is to be written to the moment in which the same scanning line is selected again, at least one of the electric potential of a first power supply line and the electric potential of a second power supply line is set to be variable and a forward bias and a reverse bias are alternately and repeatedly applied to the organic EL element OLED.